

What is claimed is

1. A method for providing advertisement  
5 information comprising;  
a step of storing advertisement information  
provided by a commercial sponsor into an advertisement  
storage means,  
a step of reading out advertisement information  
10 from said advertisement storage means,  
a step of sending said read-out advertisement  
information via an information transmission line,  
a step of receiving via the same information  
transmission line as said one or different from it the  
15 information on the history of a broadcasting receiver  
terminal having played said advertisement information,  
and  
a step of using said history information to  
calculate the charge for advertisement information to  
20 be paid by said commercial sponsor.
2. A method for providing advertisement  
information according to Claim 1 characterized in that  
any one of radio wave via satellite, terrestrial radio  
wave, optical fiber line, ISDN line DSL and telephone  
25 line is used as said information transmission line.



8. A method for providing advertisement information according to any one of Claims 1 to 4 characterized in that said history information is used to determine the value for coupon or point to be supplied to the broadcasting receiver terminal.

9. A method for providing advertisement information according to Claim 7 or 8 characterized in that said broadcasting receiver terminal is the one specified in advance.

10. A method for providing advertisement information according to Claim 9 characterized in that said broadcasting receiver terminal is provided with individual information on the user of the receiver terminal.

15 11. A method for providing advertisement information according to Claim 10 characterized in that said individual information is used to create statistic user information and said created statistic user information is supplied to said commercial sponsor.

20 12. A method for providing advertisement information according to Claim 11 characterized in that said statistic user information is the information on any one of the age, sex and residential area.

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13. A method for providing advertisement  
information according to any one of Claims 1 to 12  
characterized said history information is used to  
create statistic history information and said  
5 statistic history information is supplied to the  
commercial sponsor.

14. A method for providing advertisement  
information according to any one of Claims 10 to 12  
characterized the statistic history information and  
10 individual information are used to obtain the  
advertisement viewing rate regarding any one of the  
age, sex and residential area, and the result is  
supplied to the commercial sponsor of the  
advertisement.

15 15. A method for providing advertisement  
information comprising;  
a step of sending advertisement information via  
the information transmission line,  
a step of receiving via the same information  
20 transmission line as said one or different from it the  
history information of the broadcasting receiver  
terminal having played said advertisement information,  
a step of using the play conditions determined  
between said history information and the broadcasting  
25 receiver terminal to determine if the conditions are

satisfied or not, and

a step of calculating the charge for the conditions not satisfied.

16. An advertisement information supply system  
5 comprising:

an advertisement storage means for storing the advertisement information provided by the commercial sponsor,

an advertisement administration means for reading  
10 the advertisement information sent from said advertisement storage means,

a transmitter/receiver unit for sending the advertisement information read by said advertisement administration means and for receiving the history  
15 information from the broadcasting receiver terminal having played said advertisement information,

a statistic history creating means for creating the statistic history information for each commercial sponsor using said history information, and

20 an advertisement calculating means for calculating the advertisement charge for said advertisement information to be paid by the commercial sponsor.

17. An advertisement information supply system according to Claim 16 characterized in that said  
25 transmission is provided by broadcasting.

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program information and broadcast, and  
a step of outputting said advertisement  
information.

27. A broadcasting receiver terminal according to  
5 Claim 26 characterized in that said program  
information or advertisement information is received  
through a satellite on highly elliptical orbit.

28. A broadcasting receiver terminal according to  
Claim 26 or 27 characterized in that the history of  
10 playing said advertisement information is sent to the  
sender of said advertisement information through a  
satellite on highly elliptical orbit.

29. A broadcasting receiver terminal according to  
any one of Claims 26 to 28 characterized in that,  
15 every time said advertisement information is sent, the  
history thereof is played.

30. A broadcasting receiver terminal according to  
any one of Claims 26 to 29 characterized in that said  
advertisement information is played at the time of  
20 conditional access of said program information by said  
receiver terminal.

31. A broadcasting receiver terminal according to  
any one of Claims 26 to 30 characterized in that said  
advertisement information past the term of validity is  
25 deleted.